

ID PLACE

Rebecca Murray

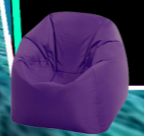




I WILL SHINE FOR YOU



WELCOME

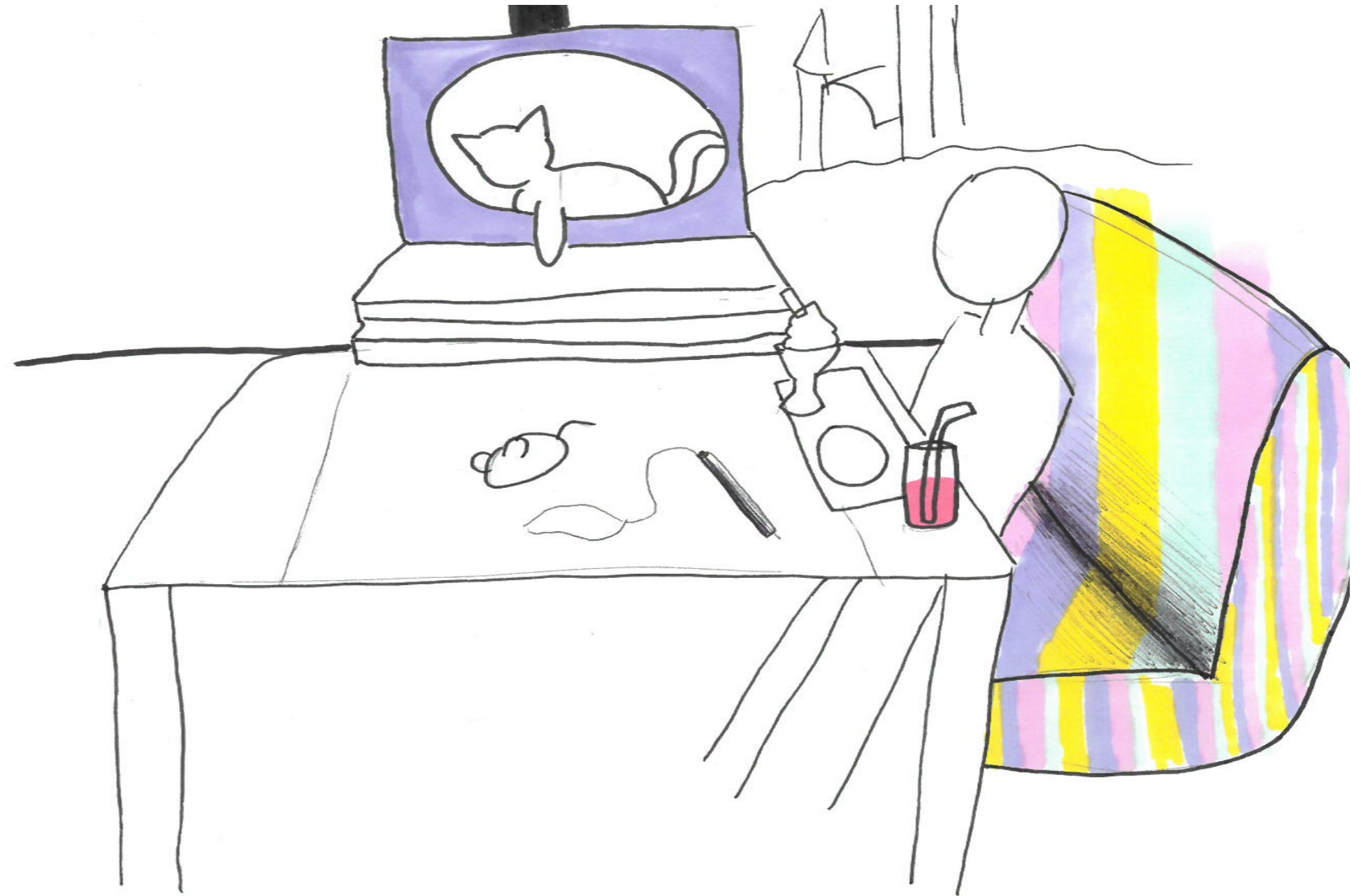


DESIGN PROPOSAL

My proposal is a cat cafe targeted at a younger audience. The idea is that people would enter the cafe and pay an amount based on how long their planning to stay and during that time, not only would they get unlimited food and drink but cats would be located around the space in which the customers are free to play with. As it is a common fact that petting animals can have a positive affect on a persons mental wellbeing.

A study with cats protection in 2011 was carried out, which surveyed over 600 cat owners and non cat owners, and they found that 87% of people who owned a cat felt that it had a positive impact on their well-being and 76% said they could cope with life better thanks to their pets.

The Science to back this up is this: physical contact with a cat triggers the production of the hormone oxytocin, which reduces the stress hormone cortisol to make you feel relaxed and happy. As well as oxytocin, playing with a cat can increase the production of dopamine and mood-boosting serotonin, which antidepressants like Prozac work to regulate. While this cannot replace prescribed medication, cats can compliment traditional therapies. Cats have been used successfully in animal-assisted therapies with psychiatric patients with high levels of depression and anxiety.



SITE ANALYSIS

LOCATION

Park Hill is an area located near the park square roundabout which is near Duke street. The Park hill flats are located on one of the seven hills of Sheffield just behind the Sheffield station.

HISTORY

Park hill is a council housing estate with 998 flats built. The buildings construction began in 1957 and was completed by 1961 and designed by architects Ivor smith and Jack Lynn. The building also consisted of four pubs, plenty of shops, a nursery, a primary school, community centre, doctors surgery, a pharmacy, garage and a dentist.

In 2001 a man spraypainted onto the side of one of the bridges 'Clare Middleton I LOVE YOU WILL U MARRY ME'. That graffiti has been there ever since and ten yars later, during the renovation by urban splash, overwrote the graffiti with neon lights.

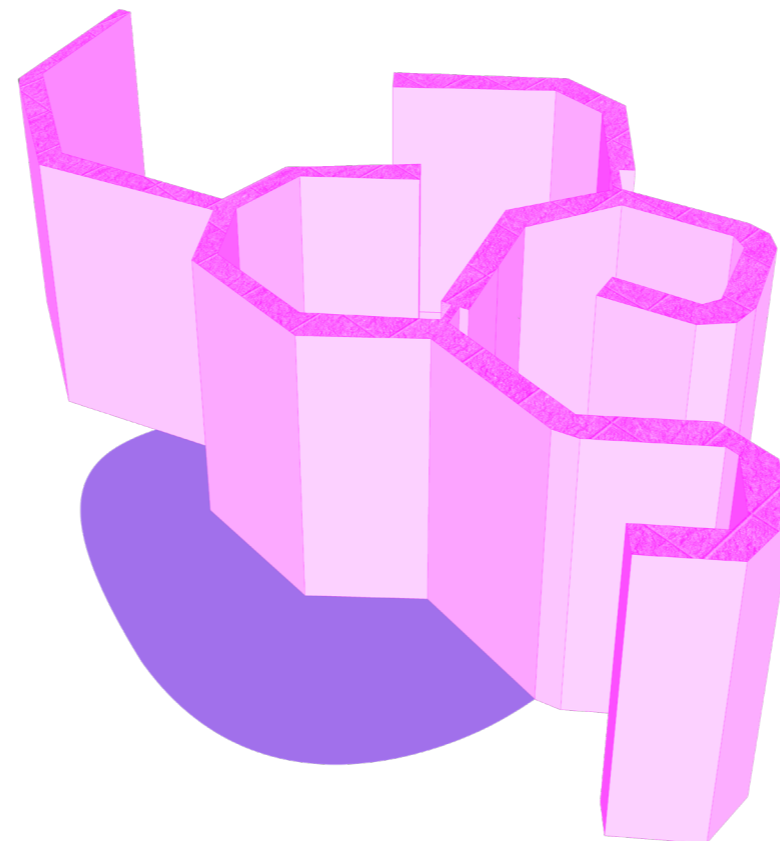
Park Hill was in need of modernisation by 2004 and Urban Splash, a British company known for regenerating decaying buildings, won the contract that allowed them to renovate the estate in two phases. The first phase was officially completed in 2013. Meanwhile a competition was held to see who would draw up the plans for phase two. The contest was won by architecture practice Mikhail Riches in 2015.

Taking inspiration from how former residents at the estate would personalize their homes, Mikhail Riches design involves adding colour to the cheeks and soffits of the balconies. The colourful balconies also reference the bright colours of the glazed panels installed in the phase 1 part of the estate. Renovation for phase two will be complete by 2022.

As part of phase 2, in the inside area of the flats they have recently renovated a garage block that sits at the estate into a gallery space that will become a public gallery and art studio for an organization called S1 Artspace in late 2018.

SIZE

The site itself is 32 acres (129499 square metres). The blocks range from 4 storeys high at the top end of park hill and 13 storeys high at the bottom end. Each floor also had a 3 metre wide street deck that were wide enough for a milk float and socialization with other residents.



MATERIALS

The building was built using reinforced concrete and brick over a concrete frame. This consists of a skeleton or frame made from concrete; the horizontal members of the frame are called beams while the vertical members are called columns. The columns are the primary load-carrying element of the building, if one gets damaged, they could potentially bring down the entire building. The reinforced concrete is concrete that contains steel bars that are known as reinforcement bars this combination works well as the concrete is strong in compression and the steel is strong in tension. It is also inexpensive and easy to produce on site. However, since its near a train station, soot from passing trains would weather over time leading people to assume that the building is made entirely from concrete.

INTERIOR

In order to keep within the regulations of the listed building, the original features of park hill were conserved and built on. The 'streets in the sky' was retained but with a few minor tweaks based on talks with previous users of the building. Such as windows looking over the city to improve security. The apartments all have a voluminous hall space, as well as built in storage space and boutique-hotel-like bathrooms. They almost follow the previous floor plans but tweaked to have more space. The buildings aspect also responds to the sun by having all the living rooms southwest facing and the bedrooms northeast facing to maximise heat and light.



SITE ANALYSIS

NEARBY PLACES



Hard Hat Cafe - Located east of park hill (0.2 miles from the park hill entrance). It takes 4 minutes to walk there.



Duke Hill Medical Centre - Located south east of park hill (0.4 miles from the park hill entrance). It takes 9 minutes to walk there.



Park Library Centre - Located south east of park hill (0.4 miles from the park hill entrance). It takes 9 minutes to walk there.



The Salvation Army Sheffield Castle - Located east of park hill (0.3 miles from the park hill entrance). It takes 8 minutes to walk there.



Earl Francis Convenience Store - Located east of park hill (0.5 miles from the park hill entrance). It takes 11 minutes to walk there.



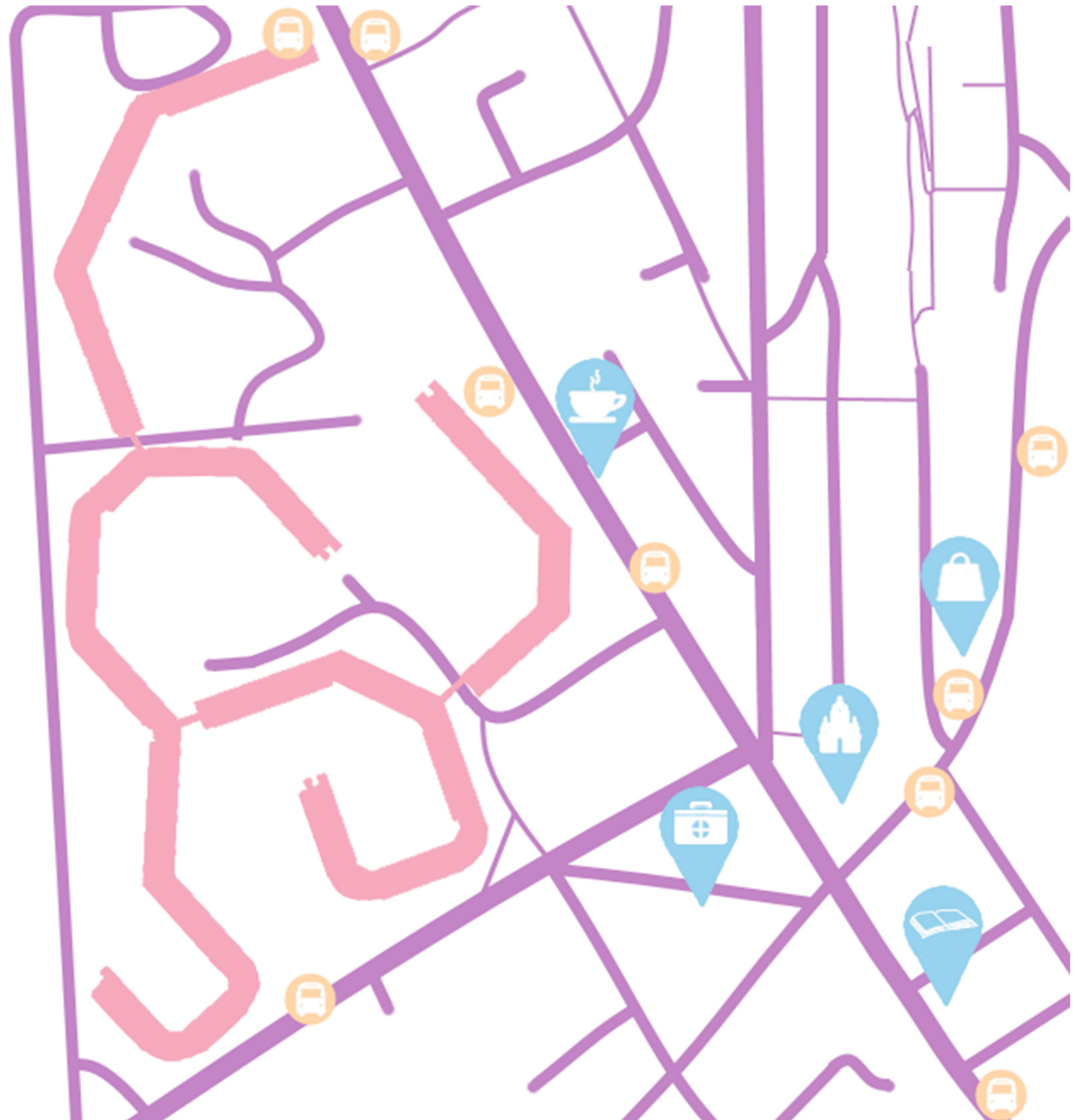
Bus Stop

TRANSPORT

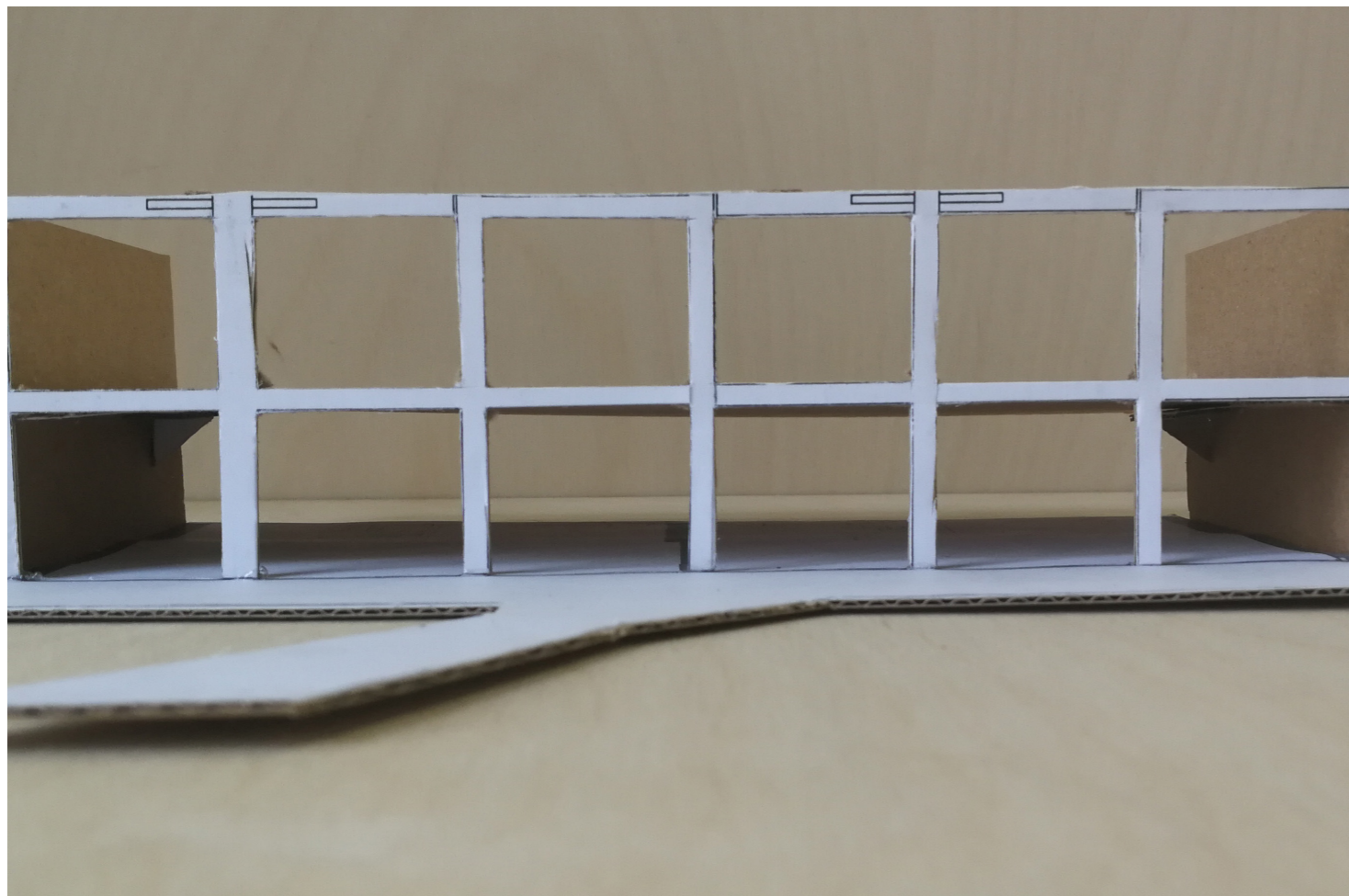
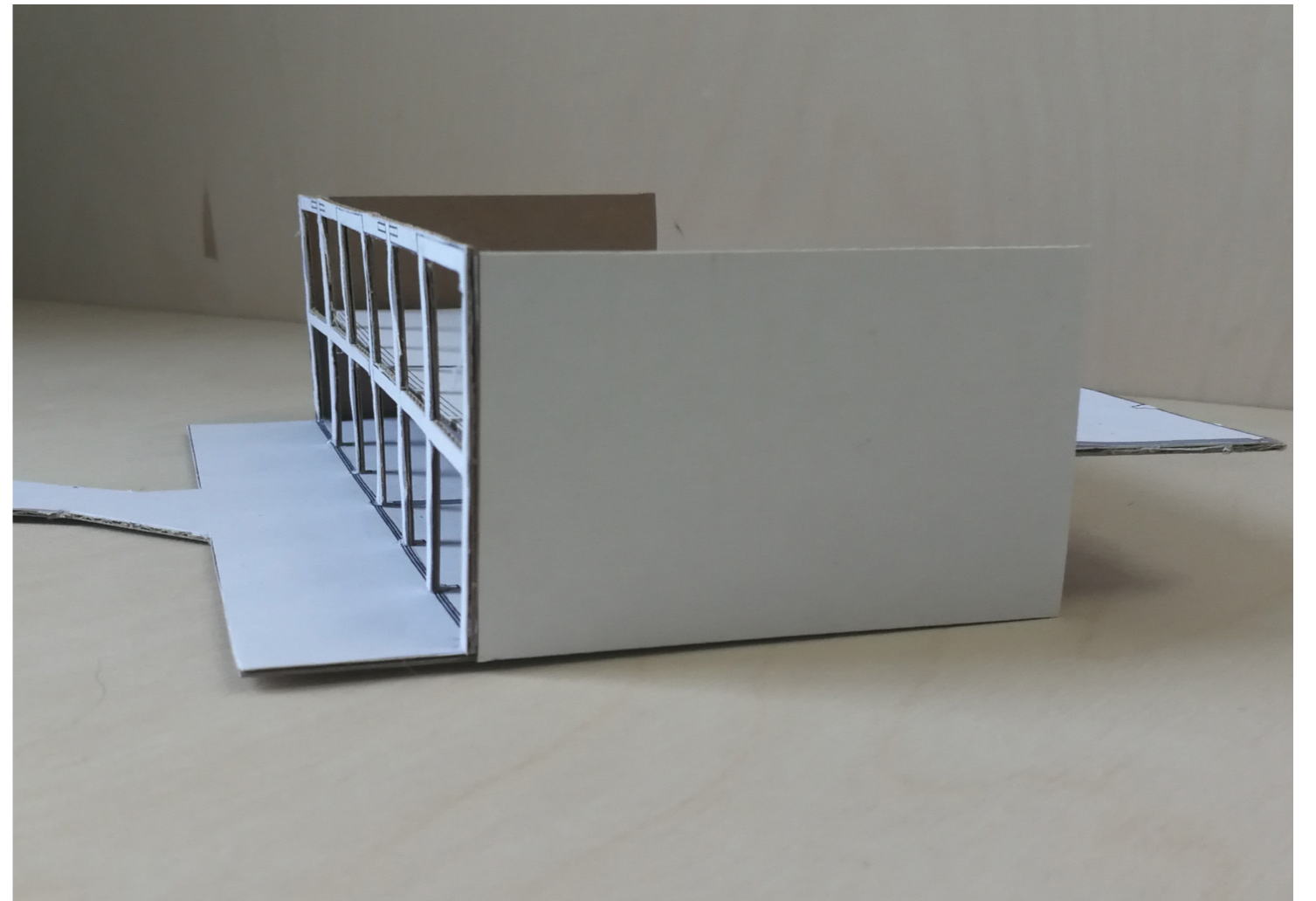
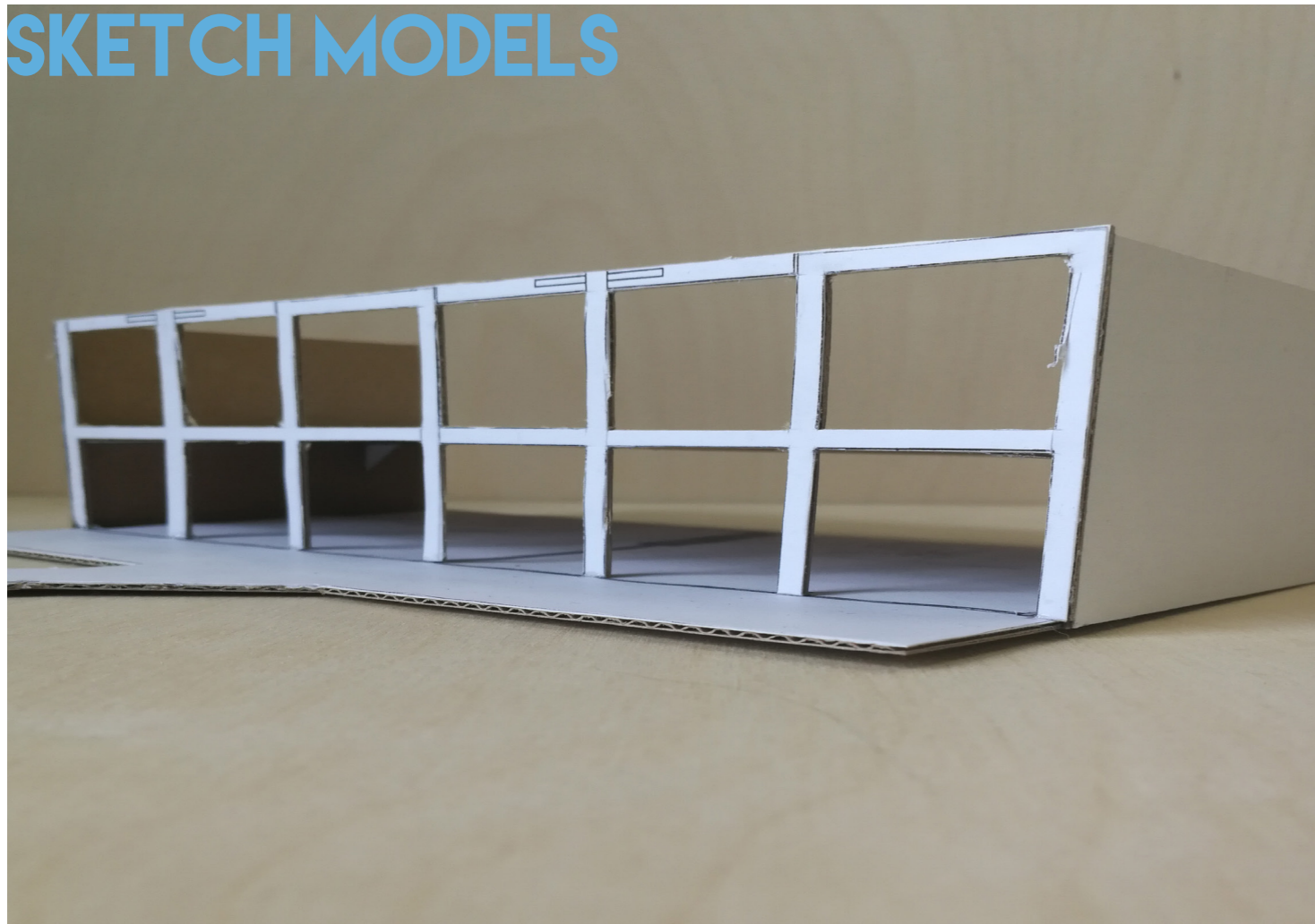
Train - The train station is a 5 minute walk south-west from the flat

Tram - Just before you enter the train station there is a tram stop where the blue and purple trams pass. The blue and purple trams both take their passengers into Sheffield's City Centre. The blue tram travels between Malin bridge and Halfway and trams appear at this stop around every 10 minutes. while the purple tram travels in between the Cathedral, Meadowhall and Herdings Park but show up around every half hour.

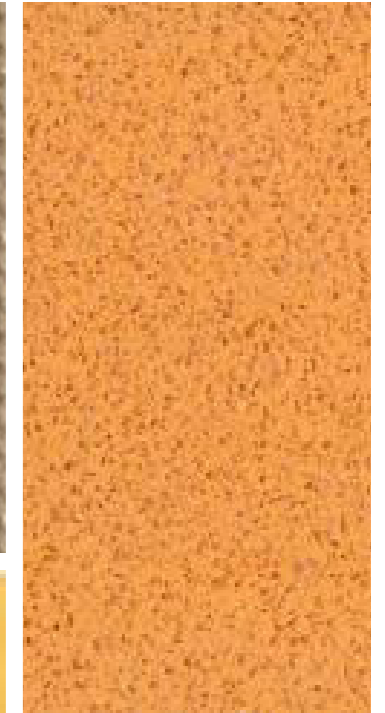
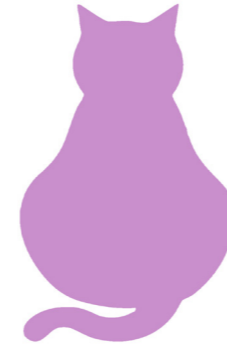
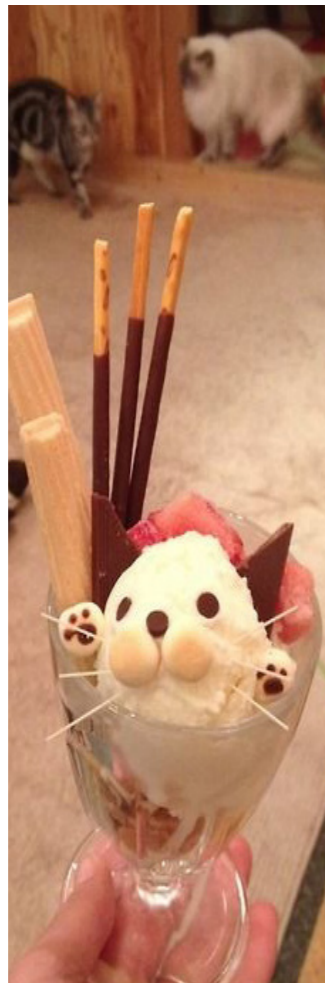
Bus - Bus numbers that pass in this area:
50, 50a, 50b - From Sheffield to Chesterfield
10, 10a - From Manor Park To Manor Top
790 - From Chapeltown To Granville Street
120 - From Fulwood To Halfway
7a - From Crystal Peaks to Ecclesfield
56 - From Herdings to Wybourn



SKETCH MODELS



DESIGN DIRECTION BOARD



The proposed aesthetic for the cafe will have an upbeat and happy style, so I'm choosing to go with bright, pastel colours and have cute and upbeat imagery. So I've chosen to go with Harajuku patterns for this space.



CASE STUDY - TABBY TEAS

For this case study, I decided I should visit a cat cafe firsthand to get a good idea of what these places are like and how they function. This cafe is located on Cemetery Road in Sheffield near the Collegiate campus. It costs £7.50 per person for 90 minutes, £5 for 60 minutes and £2.50 for 30 minutes and its strongly recommended that you book a place if you want to enter this cafe knowing full well there will be space available. The website allows you to book 6 people maximum but if you are booking for a larger group for a longer amount of time you must contact them by email. Children must be at least 10 years of age to visit this cafe.

The cafe is currently houses 13 permanent rescue cats. These are indoor cats who love each other's company as well as human company too. This cafe also works with two local charities known as Mill House Animal Sanctuary and Pet Samaritans which help the cafe select the right cats for the cafe and ensure they are comfortable living there. Some of the cat toys that the cafe currently owns were donated to them by loyal customers.

Upon entering there are two doors you enter, one which requires the staff inside to unlock to most likely prevent any cats from getting outside. Then there is a counter where you pay for your table and the staff talk you through what is going to happen, which includes ordering any food or drink at the counter and they will deliver it to you and that a member of staff will hand a cat for you to play with, and also give you a sheet to read stating how the cafe is not responsible if any cat injures you and a sheet explaining what you can and cannot do around the cafe, these house rules can also be found on their website.

Once going inside, the first things I noticed were the placement of cat toys, next to the cafe window there was a cat wheel as well as a table for people to sit on and some cat cushions. There was also a large cat play tower located right next to where I was seated. The tables there were all different shapes and sizes, with some cat toys placed on them. The cafe interior also had a ceiling high furniture with several boxes that the cats rested in. With one of the boxes having a plastic base underneath and the other ceiling boxes were connected by a plank of wood. The place also had lots of cardboard boxes scattered around the place, with a few containing cat toys while some were for the cats to rest inside.

At the back end of the cafe there was a single toilet with a cat mural on one of its walls as well as an area only accessible to staff. There was also an entrance to the staff only area for the cats with a small cat flap located near the door, this would take the cats to where the litterbox is kept.

As for the cafe counter, it was fairly plain and average looking for a small cafe area. Equipped with a sink, a display case for some of the food, several cupboards and a coffee machine. The food they sold there was very little, they had a few different cakes and the basic hot and cold drinks that any small cafe would have. The only hot food they have is noodles.

During my time at the cafe there were other customers arriving including a middle aged woman, a girl who was around my age and three adults who were together. I was able to talk to them during my time there as well as talk to the staff there. The only major downside to my visit was that half of the cats were asleep at the time of my visit so the staff couldn't hand a cat to me and instead the cats approached me on their own. According to the staff there, morning is usually the best time to visit as most of them are usually awake. But today just seemed to be an unfortunate time.

During my time there, I found it easy to walk around the cafe and the cat toys were placed to the walls to make it unlikely for anyone to trip on them. I also noted how most of the seating area is designed to allow cats to play on as well. The place was also very small which allowed me to leave my belongings unattended. The only other downside to the place was that a second set of doors that were inside the cafe were blocked by cat toys which would be troubling if the people inside need to evacuate.



CASE STUDY - MoCHA

MoCHA is a well known cat cafe chain in Japan, first opening cafes in Tokyo before expanding to Osaka and has recently opened a branch in Nagoya.

Unlike Tabby Teas, prices are time based, it costs 200 yen (£1.29) per person for every 10 minutes spent and an extra 350 yen (£2.25) for unlimited food and drinks. You can also buy treats for the cats which costs 500 yen (£3.21). The cafe also includes lockers where customers belongings can be stored. They also hand out hand sanitizer to customers upon entering

The cafes were designed to make sure they catered to both the cats and people who visit. Most Japan cat cafes tend to be designed to be comfortable and have a living room ambience to them while these cat cafes go for a more casual chic style. These cafes also has a large playarea known as the 'whimsical wooden tree' which serves as both a play space for cats but also be a design centerpiece.



The first think that catches my attention is the whimsical tree in the centre of these cat cafes, looking further into this I noted that although the MoCHA cafe's differed based on different locations, most keep the whimsical tree as it serves as a fun way for customers to interact with the cats . This one in particular stands out because of how colourful it is in comparison to how luxurious the furniture in the background look. The colour choices are bright and happy and the tree colour helps contrast well. The tree idea is something I want to include in my own design as I want to include my own centerpiece that doubles as an interactive area for both humans and cats.

CASE STUDY - KAWAII MONSTER CAFE

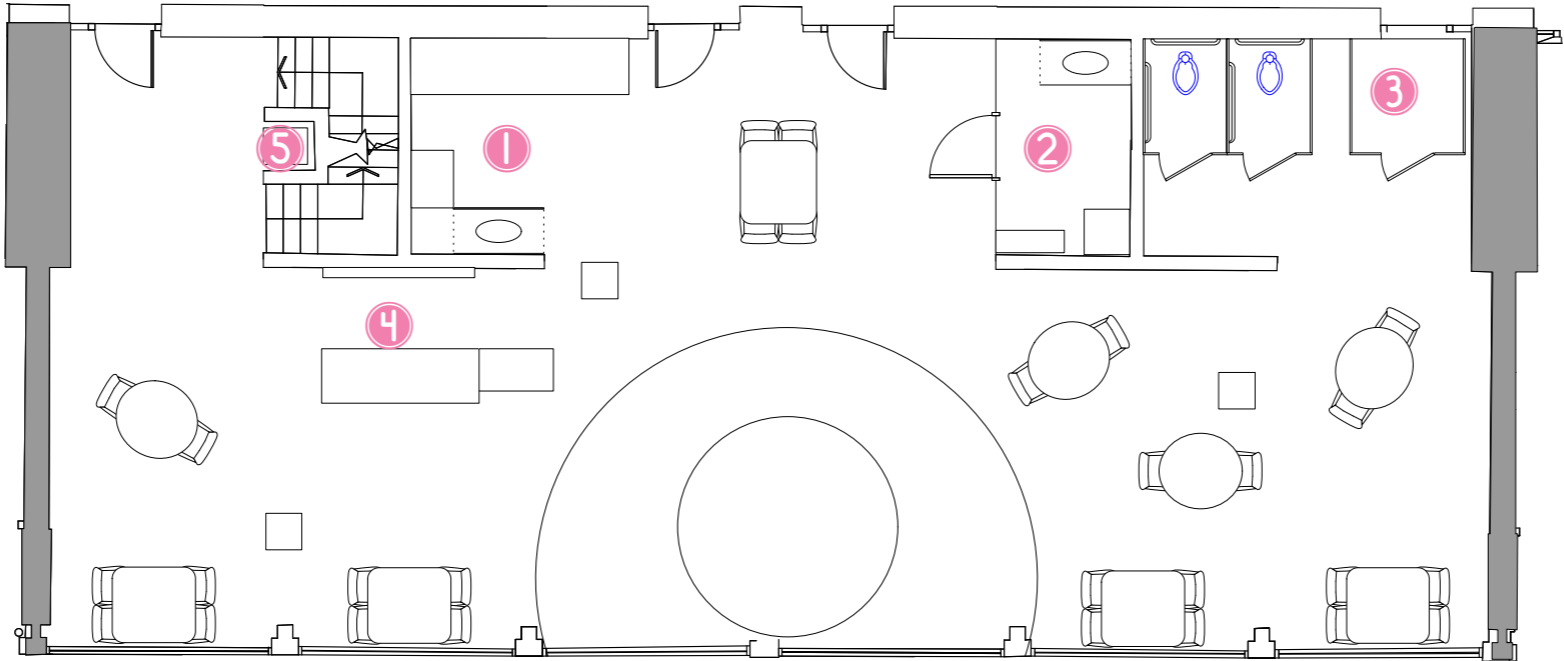
This is a cafe/restaurant space in Japan designed with the image of Harajuku in mind. This restaurant comes with its own mascot known as Mr. Ten Thousand Chopsticks (or Choppi for short). When entering the restaurant, customers will see a large merry-go-round shaped cake. you're then given the option of choosing to sit in one of four different areas of the cafe: Mushroom Disco, Milk Stand, Bar experiments and Mel-Tea Room.

The restaurant has a zone charge of 500 yen (£3.30) and an extra charge of 500 yen for groups of 4-6 people who sit in box seats. The maximum customers are allowed to stay is 90 minutes. Customers are allowed to take photos but only of the area of the cafe they choose to sit in. The staff are also dressed to fit the vibe the cafe gives as well as some staff dressed as monsters who the customers can take photos of.

This Cafe has a lot of bright colours as well as patterns that are both simplistic and crazy, I also liked the use of sweet themed interior decorations as it adds to the happy and cute theme that I wish to capture in my own interior space design.



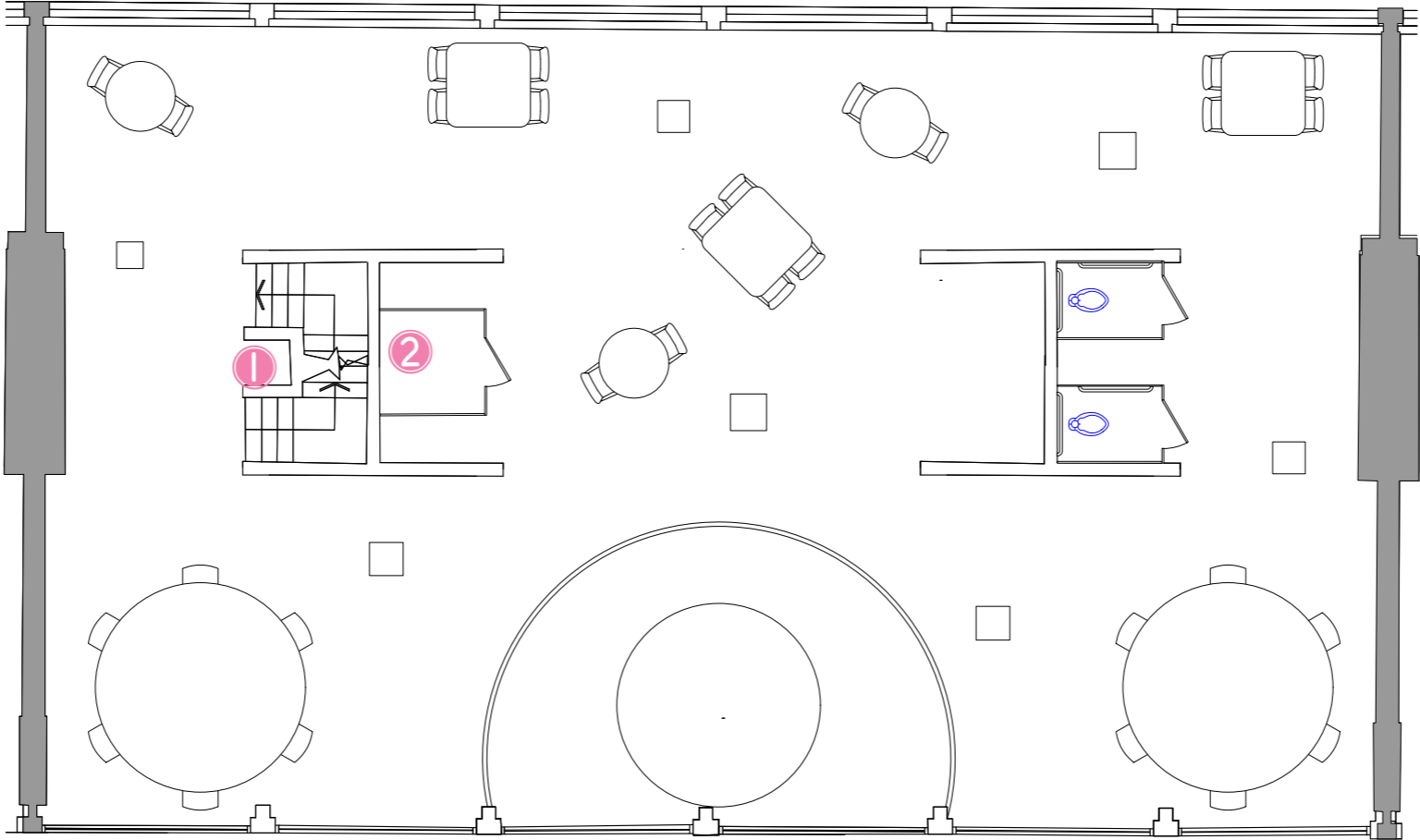
CAT CAFE PLAN VIEW- GROUND FLOOR



KEY

- ① Kitchen
- ② Storage room
- ③ litterbox
- ④ counter
- ⑤ stairs
- cat toys

CAT CAFE PLAN VIEW - 1ST FLOOR



KEY

- ① Stairs
- ② litterbox
- cat toys

